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**BUSINESS**

**9609/11**

Paper 1 Short Answer and Essay

**May/June 2017**

MARK SCHEME

Maximum Mark: 40

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**Published**

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

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This document consists of **10** printed pages.

Question	Answer	Marks
1(a)	<p><b>Define the term ‘price skimming’.</b></p> <p>Price skimming is a pricing strategy which involves setting a relatively high price for a product or service: <b>one mark.</b></p> <p>For a <b>second mark</b> answers could include the following:</p> <ul style="list-style-type: none"> <li>• The price is then lowered (over time)</li> <li>• It is a new product or a differentiated product</li> <li>• The product has a low price elasticity of demand</li> <li>• In order to seek a high level of profit/sales/demand</li> <li>• To recover any investment (such as R&amp;D)</li> </ul> <p>Sound definition (2 marks)            Partial definition – limited understanding (1 mark)            No creditable content (0 marks)</p>	<b>2</b>
1(b)	<p><b>Briefly explain why a business might use a price skimming strategy.</b></p> <p><i>Answers could include:</i></p> <ul style="list-style-type: none"> <li>• To exploit the distinctive attributes of a new product in the market</li> <li>• To create consumer perception of high quality</li> <li>• To maximise short term profits on such a differentiated product/service</li> <li>• To recover any investment (such as R&amp;D)</li> <li>• To exploit an inelastic demand for a product/a monopoly position</li> </ul> <p>Sound explanation of why a business might use a price skimming strategy (3 marks)            Limited explanation of why a business might use a price skimming strategy. (2 marks)            Some understanding of a price skimming market situation. (1 mark)            No creditable content (0 marks)</p> <p><b>Note:</b> Some candidates may incorrectly define price skimming in part (a). For example they define penetration pricing. In this case they will have received 0 marks in part (a) but if they then accurately explain in part (b) why businesses might use penetration pricing strategy they can then be awarded maximum 2 marks.</p>	<b>3</b>

Question	Answer	Marks
2(a)	<p><b>Define the term ‘window dressing’ with reference to published accounts.</b></p> <p>Window dressing is where company accountants present their published accounts in a very favourable way to shareholders/investors in order to give the appearance of a well-run company and/or to attract more investment.</p> <p>Sound definition given (2 marks)            Partial definition given (1 mark)            No creditable content (0 marks)</p>	<b>2</b>
2(b)	<p><b>Briefly explain how window dressing might limit the usefulness of published accounts.</b></p> <p>Answers could include:</p> <ul style="list-style-type: none"> <li>• Published accounts may be ‘window dressed’ to give a minimum amount of information - significant information is not disclosed so important information is not included in the published accounts.</li> <li>• Published accounts may be ‘window dressed’ to give a boost to the short term performance of a business and hence a misleading and inaccurate statement is given.</li> <li>• This window dressing may well be legal but has the effect of reducing the accuracy and reliability of published accounts. Comparability with previous year’s accounts and with competitor accounts is compromised.</li> <li>• In consequence the usefulness of ‘window dressed published accounts can be significantly undermined e.g. the ability to monitor, evaluate, and call to account a business through examination of published accounts is weakened.</li> </ul> <p>Answers might also give examples of how window dressing could be practised.</p> <ul style="list-style-type: none"> <li>• postpone paying suppliers so that period end cash appears higher than it should be.</li> <li>• sell assets at the end of the financial year to give more cash and improve liquidity position.</li> <li>• reduce the amount of depreciation of fixed assets to increase declared profit.</li> <li>• record an unrealistically low ‘bad debts’ amount.</li> <li>• giving stock values a higher value than they are really worth.</li> <li>• accelerating revenues from a future period into the current period.</li> </ul> <p>Sound explanation of how the usefulness of published accounts could be limited by window dressing. (3 marks)            Limited explanation of how the usefulness of published accounts could be limited by window dressing. (2 marks)            Understanding of window dressing or published accounts. (1 mark)            No creditable content (0 marks)</p>	<b>3</b>

Question	Answer	Marks
3	<p><b>Explain why corporate objectives are important to a business.</b></p> <p>Answers could include:</p> <p>This question seeks information and comment on objectives at the corporate level and some reference to importance.</p> <p>Objectives are important at every level of a business – gives focus and clarity – allows control and review of operations.</p> <p>Corporate objectives – are designed to make specific the aims and mission of a business – they provide a much clearer guide for management and workforce action throughout a business.</p> <p>They are set at the highest level of a business – examples include: profit maximisation, market share, growth, return on investment, cash flow, sales revenue, shareholder value, corporate image and reputation.</p> <p>Importance:</p> <ul style="list-style-type: none"> <li>• they express the aims, purpose and mission of a business.</li> <li>• the main, and primary, business objectives.</li> <li>• set the frameworks and guidelines for all activities in a business.</li> </ul> <p>Effective explanation of corporate objectives and their importance (4–5 marks)            Limited explanation of corporate objectives and their importance (2–3 marks)            Understanding of business objectives. (1 mark)            No creditable content (0 marks)</p>	5

Question	Answer	Marks
4(a)	<p><b>Define the term ‘emotional intelligence’.</b></p> <p>The ability of managers to understand their own feelings or emotions and those of the people they work with.</p> <p>Sound definition given (2 marks)            Partial definition given (limited understanding) (1 mark)            No creditable content (0 marks)</p>	<b>2</b>
4(b)	<p><b>Briefly explain two of Goleman’s emotional intelligence competencies.</b></p> <p>Answers could include:</p> <ul style="list-style-type: none"> <li>• self-awareness – ability to recognise and understand personal emotions and their effect on others – having a realistic self confidence in personal abilities.</li> <li>• self-management – ability to control own emotions, impulses – recover quickly from stress – being trustworthy and conscientious, show initiative and self-control.</li> <li>• social awareness – having empathy, sensing what others are feeling – take views of others into account, establish relations with a wide range of different people.</li> <li>• social skills – proficiency in building relationships and networks – ability to find common ground, build rapport – effective in leading change, building and leading teams – being persuasive and understanding</li> </ul> <p>Sound explanation of two competencies (3 marks)            Sound explanation of one competency or partial explanation of two (2 marks)            Partial explanation of one competency or a list of two (1 mark)            No creditable content (0 marks)</p>	<b>3</b>

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5(a)	<p data-bbox="284 241 1262 280"><b>Analyse why a business needs to be accountable to its stakeholders.</b></p> <table border="1" data-bbox="304 315 1329 723"> <thead> <tr> <th data-bbox="304 315 437 365">Level</th> <th data-bbox="437 315 1166 365">Description</th> <th data-bbox="1166 315 1329 365">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="304 365 437 450">4</td> <td data-bbox="437 365 1166 450">Good analysis of why a business needs to be accountable to its stakeholders.</td> <td data-bbox="1166 365 1329 450">7–8</td> </tr> <tr> <td data-bbox="304 450 437 535">3</td> <td data-bbox="437 450 1166 535">Some analysis of why a business needs to be accountable to its stakeholders.</td> <td data-bbox="1166 450 1329 535">5–6</td> </tr> <tr> <td data-bbox="304 535 437 620">2</td> <td data-bbox="437 535 1166 620">Some explanation of why a business needs to be accountable to its stakeholders.</td> <td data-bbox="1166 535 1329 620">3–4</td> </tr> <tr> <td data-bbox="304 620 437 674">1</td> <td data-bbox="437 620 1166 674">Understanding of stakeholders/accountability.</td> <td data-bbox="1166 620 1329 674">1–2</td> </tr> <tr> <td data-bbox="304 674 437 723">0</td> <td data-bbox="437 674 1166 723">No creditable content</td> <td data-bbox="1166 674 1329 723">0</td> </tr> </tbody> </table> <p data-bbox="284 757 576 790">Answers may include:</p> <p data-bbox="284 824 1283 891">A definition of stakeholders – people, groups of people who have an interest in, or are affected by, what a business does and stakeholder theory.</p> <p data-bbox="284 925 1262 992">Stakeholder accountability may then be analysed as different stakeholders having different demands of a business:</p> <ul data-bbox="344 992 1342 1339" style="list-style-type: none"> <li>• <b>customers</b> – quality/safe products – competitive pricing – ethical selling practices – demanded.</li> <li>• <b>employees</b> – job security, safe working practices, training, minimum wages – demanded.</li> <li>• <b>suppliers</b> – prompt, regular payments – fair treatment - demanded.</li> <li>• <b>local community</b> – environmental consideration, secure jobs – demanded.</li> <li>• <b>government</b> – pay taxes, observe laws, publish accounts – required.</li> <li>• <b>Shareholders</b> – if a plc, shareholders will have concern for dividend levels and share price.</li> </ul> <p data-bbox="284 1373 1241 1440">Good answers will use stakeholder theory and illustrate with examples of different kinds of accountability to stakeholders</p>	Level	Description	Marks	4	Good analysis of why a business needs to be accountable to its stakeholders.	7–8	3	Some analysis of why a business needs to be accountable to its stakeholders.	5–6	2	Some explanation of why a business needs to be accountable to its stakeholders.	3–4	1	Understanding of stakeholders/accountability.	1–2	0	No creditable content	0	<b>8</b>
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5(b)	<p data-bbox="284 248 1222 315"><b>Discuss how there could be conflict between the stakeholders of a fast food retailer.</b></p> <table border="1" data-bbox="292 349 1342 808"> <thead> <tr> <th data-bbox="292 349 427 398">Level</th> <th data-bbox="427 349 1177 398">Description</th> <th data-bbox="1177 349 1342 398">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="292 398 427 490">4</td> <td data-bbox="427 398 1177 490">Effective evaluation of stakeholder conflict situations that a fast food retailer could experience.</td> <td data-bbox="1177 398 1342 490">9–12</td> </tr> <tr> <td data-bbox="292 490 427 580">3</td> <td data-bbox="427 490 1177 580">Limited evaluation of stakeholder conflict situations that a fast food retailer could experience.</td> <td data-bbox="1177 490 1342 580">7–8</td> </tr> <tr> <td data-bbox="292 580 427 705">2</td> <td data-bbox="427 580 1177 705">Analysis and some application of stakeholder conflict situations that a business could experience.</td> <td data-bbox="1177 580 1342 705">3–6</td> </tr> <tr> <td data-bbox="292 705 427 757">1</td> <td data-bbox="427 705 1177 757">Understanding of stakeholder(s) and/or conflict.</td> <td data-bbox="1177 705 1342 757">1–2</td> </tr> <tr> <td data-bbox="292 757 427 808">0</td> <td data-bbox="427 757 1177 808">No creditable content</td> <td data-bbox="1177 757 1342 808">0</td> </tr> </tbody> </table> <p data-bbox="284 846 592 875">Answers could include:</p> <p data-bbox="284 880 1299 976">Candidates might initially identify different stakeholders associated with a fast food retailer such as owners, employees, local communities, customers, governments, shareholders.</p> <p data-bbox="284 1014 1342 1144">Candidates could refer to business decisions that might lead to conflict situations e.g. introduce new products, change pricing policy, change pay/remuneration policy and conditions of service, introduce new opening / closing hours, change the ingredients of products, introduce different advertising/marketing policies.</p> <p data-bbox="284 1182 1278 1245">The examples given of potential stakeholder conflict situations will of course depend on the stakeholders and business decisions chosen.</p> <p data-bbox="284 1283 1310 1379">Employees and owners may be in conflict over working conditions, customers may be concerned about price increases, governments may be in conflict over ‘health’ issues relating to fast food products.</p> <p data-bbox="284 1417 1342 1581">Some stakeholders may be more important than others and this may vary over time and in relation to different specific business decisions. Analysis/evaluation may consider the importance of conflict, the potential impact of conflict, are some stakeholders more important than others and the need to prioritise stakeholders interests and conflicts.</p>	Level	Description	Marks	4	Effective evaluation of stakeholder conflict situations that a fast food retailer could experience.	9–12	3	Limited evaluation of stakeholder conflict situations that a fast food retailer could experience.	7–8	2	Analysis and some application of stakeholder conflict situations that a business could experience.	3–6	1	Understanding of stakeholder(s) and/or conflict.	1–2	0	No creditable content	0	12
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6	<p data-bbox="284 248 1299 315"><b>Discuss how Maslow’s ‘hierarchy of needs’ theory could be used by the managers of a retail business to motivate employees.</b></p> <table border="1" data-bbox="300 349 1334 882"> <thead> <tr> <th data-bbox="300 349 424 398">Level</th> <th data-bbox="424 349 1182 398">Description</th> <th data-bbox="1182 349 1334 398">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="300 398 424 488">5</td> <td data-bbox="424 398 1182 488">Effective evaluation of the use of Maslow’s hierarchy of needs to motivate retail employees</td> <td data-bbox="1182 398 1334 488">17–20</td> </tr> <tr> <td data-bbox="300 488 424 600">4</td> <td data-bbox="424 488 1182 600">Good analysis and limited evaluation of the use of Maslow’s hierarchy of needs to motivate retail employees</td> <td data-bbox="1182 488 1334 600">13–16</td> </tr> <tr> <td data-bbox="300 600 424 689">3</td> <td data-bbox="424 600 1182 689">Analysis of the use of Maslow’s hierarchy of needs to motivate retail employees</td> <td data-bbox="1182 600 1334 689">11–12</td> </tr> <tr> <td data-bbox="300 689 424 779">2</td> <td data-bbox="424 689 1182 779">Limited analysis and application of the use of Maslow’s hierarchy of needs to motivate retail employees</td> <td data-bbox="1182 689 1334 779">5–10</td> </tr> <tr> <td data-bbox="300 779 424 824">1</td> <td data-bbox="424 779 1182 824">Understanding of Maslow’s hierarchy of needs.</td> <td data-bbox="1182 779 1334 824">1–4</td> </tr> <tr> <td data-bbox="300 824 424 882">0</td> <td data-bbox="424 824 1182 882">No creditable content</td> <td data-bbox="1182 824 1334 882">0</td> </tr> </tbody> </table> <p data-bbox="284 920 587 954">Answers could include:</p> <p data-bbox="284 987 1318 1088">An explanation of Maslow’s hierarchy of needs and apply the framework to a retail business (which may well include part-time and temporary staff alongside full-time staff).</p> <p data-bbox="284 1122 983 1155">Specific references to the hierarchy may well include:</p> <ul data-bbox="347 1189 1334 1536" style="list-style-type: none"> <li>• <b>Biological</b> and physiological needs – food, drink – pay good wages to meet these needs plus fringe benefits.</li> <li>• <b>Safety needs</b> – protection/security/stability needs – through a business that is stable, good market share, strong market presence.</li> <li>• <b>Social needs</b> – team working – good working environment to meet belongingness needs – concern for family.</li> <li>• <b>Esteem needs</b> – achievement/status – employee of the month – promotion opportunities.</li> <li>• <b>Self-actualisation</b> – personal growth and fulfilment – training and development opportunities – opportunities to progress in the company.</li> </ul> <p data-bbox="284 1570 1326 1704">Strong analytical/evaluative answers will give a number of relevant examples of the use of this framework and may well recognise the variety of workforce situations in a retail business. Answers may well refer to the limitations and significance of the Maslow hierarchy itself as well as for a retail business.</p> <p data-bbox="284 1738 1326 1839">The significance of the theory for young people / those in the early stages of a retail career, what might be the most important of these needs for different retail employees.</p>	Level	Description	Marks	5	Effective evaluation of the use of Maslow’s hierarchy of needs to motivate retail employees	17–20	4	Good analysis and limited evaluation of the use of Maslow’s hierarchy of needs to motivate retail employees	13–16	3	Analysis of the use of Maslow’s hierarchy of needs to motivate retail employees	11–12	2	Limited analysis and application of the use of Maslow’s hierarchy of needs to motivate retail employees	5–10	1	Understanding of Maslow’s hierarchy of needs.	1–4	0	No creditable content	0	20
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7(b)	<p data-bbox="284 248 1350 315"><b>Discuss the advantages and disadvantages for a manufacturing business of using the Just in Time (JIT) method of inventory control.</b></p> <table border="1" data-bbox="293 349 1342 887"> <thead> <tr> <th data-bbox="293 349 429 398">Level</th> <th data-bbox="429 349 1174 398">Description</th> <th data-bbox="1174 349 1342 398">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="293 398 429 524">4</td> <td data-bbox="429 398 1174 524">Effective evaluation of the advantages and disadvantages of using a JIT method of inventory control for a manufacturing business.</td> <td data-bbox="1174 398 1342 524">9–12</td> </tr> <tr> <td data-bbox="293 524 429 649">3</td> <td data-bbox="429 524 1174 649">Limited evaluation of the advantages and disadvantages of using a JIT method of inventory control for a manufacturing business.</td> <td data-bbox="1174 524 1342 649">7–8</td> </tr> <tr> <td data-bbox="293 649 429 775">2</td> <td data-bbox="429 649 1174 775">Analysis and some application of the advantages and/or disadvantages of using a JIT method of inventory control for a manufacturing business.</td> <td data-bbox="1174 649 1342 775">3–6</td> </tr> <tr> <td data-bbox="293 775 429 831">1</td> <td data-bbox="429 775 1174 831">Understanding of JIT / inventory control.</td> <td data-bbox="1174 775 1342 831">1–2</td> </tr> <tr> <td data-bbox="293 831 429 887">0</td> <td data-bbox="429 831 1174 887">No creditable content.</td> <td data-bbox="1174 831 1342 887">0</td> </tr> </tbody> </table> <p data-bbox="284 920 592 954">Answers could include:</p> <p data-bbox="284 987 1326 1189">Description of a JIT system of inventory control – a demand-pull system of production that means a business produces only what is required, in the correct quantity at the correct time, so that inventory is kept to a minimum. A carefully planned scheduling and flow of resources through the production process and supplies are delivered right to the production / consumption line only when needed.</p> <p data-bbox="284 1223 456 1256"><b>Advantages</b></p> <ul data-bbox="344 1256 1318 1491" style="list-style-type: none"> <li>• Funds not tied up in inventory can be used elsewhere</li> <li>• Storage areas can be used for more productive processes</li> <li>• Potential quicker response to customer demand and greater potential output/production</li> <li>• Defect rates reduced, less wastage, greater customer satisfaction</li> <li>• Parts used in production may be newer, more up to date, and at lower cost</li> </ul> <p data-bbox="284 1503 496 1536"><b>Disadvantages</b></p> <ul data-bbox="344 1536 1334 1783" style="list-style-type: none"> <li>• Expensive to introduce JIT in a business.</li> <li>• Opens a business to a number of risks especially those associated with the supply chain.</li> <li>• A minor disruption in production from just one supplier can force a manufacturer to stop production at very short notice.</li> <li>• Toyota had a fire in its supplier of brake parts and had to stop production within 3 days losing \$15 billion as a result.</li> </ul> <p data-bbox="284 1816 1158 1883">Discussion should give relevant examples of benefits and potential disadvantages in a manufacturing context.</p> <p data-bbox="284 1917 1334 2018">Evaluative comments might well include reference to an assessment of risk for a business of using JIT and that it may well depend on the nature of a business and its relationship with stakeholders especially suppliers.</p>	Level	Description	Marks	4	Effective evaluation of the advantages and disadvantages of using a JIT method of inventory control for a manufacturing business.	9–12	3	Limited evaluation of the advantages and disadvantages of using a JIT method of inventory control for a manufacturing business.	7–8	2	Analysis and some application of the advantages and/or disadvantages of using a JIT method of inventory control for a manufacturing business.	3–6	1	Understanding of JIT / inventory control.	1–2	0	No creditable content.	0	12
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